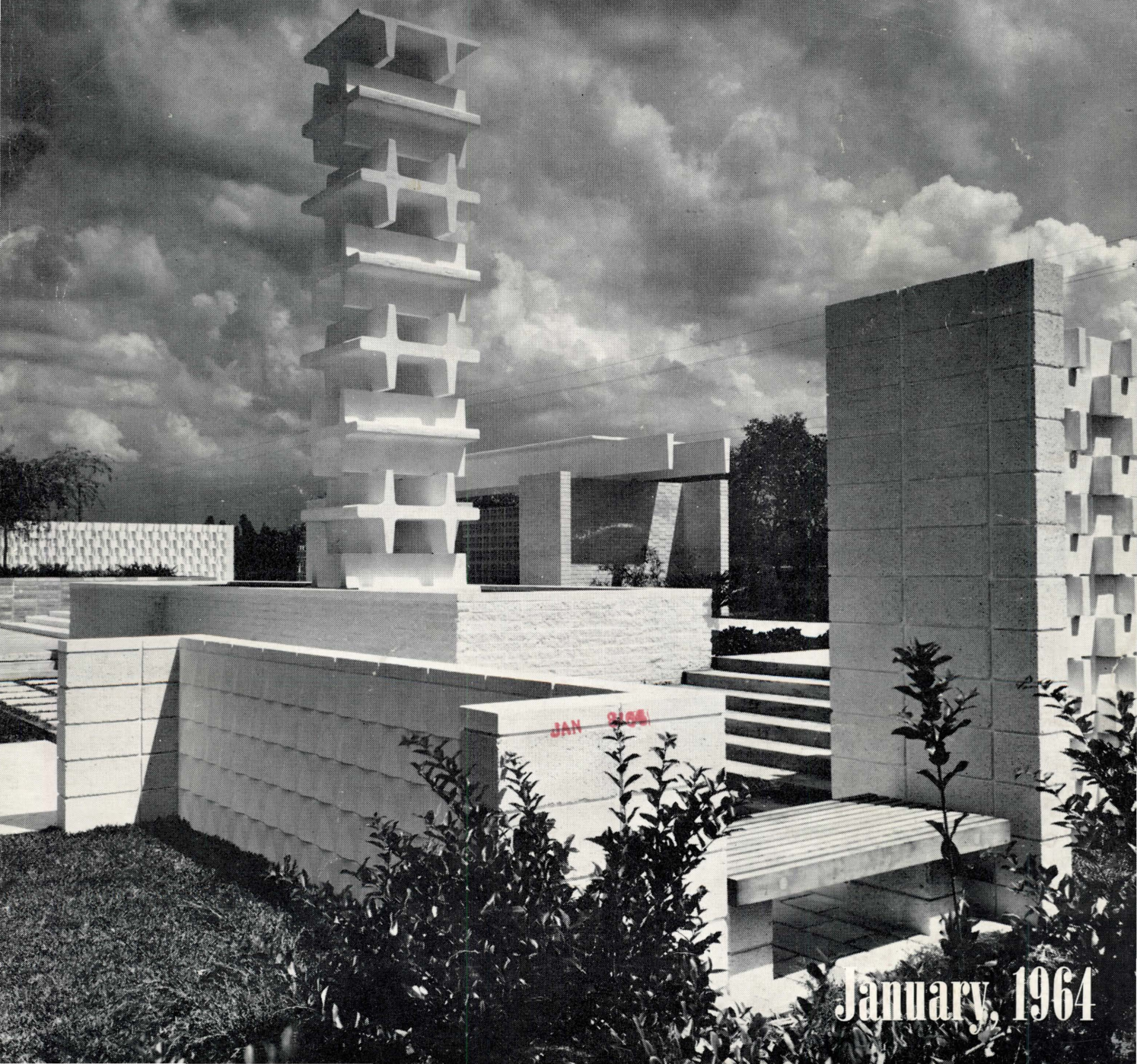


The

FLORIDA ARCHITECT

OFFICIAL JOURNAL of the FLORIDA ASSOCIATION OF ARCHITECTS of the AMERICAN INSTITUTE OF ARCHITECTS, INC.



January, 1964

Current Highlights...

- **THE FIRST IMPACT OF THE COMING TAX CUT** is likely to be felt a little before or a little after April 1. That's when withholding rates on wages and salaries will come down, though the bill itself may be signed somewhat earlier. While doubts about eventual passage still exist in many parts of the country, Congressional leaders make it plain that action is certain.

Present thinking would have employers start withholding only 14% of taxable income next spring . . . instead of the present 18%. Actually, the House-passed bill says 15% on January 1, 1964, and 14% a year later. But the lower rate may now be used to make up for cuts not enjoyed in the first quarter.

- **TAX CUTS ARE STILL THE KEY TO THE BUSINESS OUTLOOK** for the new year. That's clearer than ever now as economists firm up their forecasts for '64. The good business news of recent months makes it hard to see any recession next year. Without tax cuts, though, the economy will rise only moderately. With the cuts, business could well be as good as this year . . . or even better . . . especially now that President Johnson's competence is proving so reassuring.

Assuming those tax cuts, here—in capsule form—are the main outlines of 1964 as a consensus of economists now sees them:

... **Total output** of goods and services—Gross National Product—will rise 5½% to 6% (\$30-\$35 billion), from the \$584 billion being estimated for 1963 to the \$615 to \$620 billion area.

... **Industrial production** will match this year's increase of 5%.

... **Housing starts** seem certain to match 1963's 1.6 million.

... **Unemployment** will stay 4 million, as the labor force grows.

... **Profits** will go up 10% to an after-tax peak of \$29 billion.

- **PRICES ARE EXPECTED TO RISE ONLY A LITTLE** in 1964, according to the projections of government specialists. At wholesale, there may be further scattered increases in certain materials as more companies near capacity. But competition among U. S. and foreign producers will head off big jumps. Net, the price experts see the wholesale index moving up by less than 1%.

Consumer prices will continue rising as in recent years—a little over 1% annually . . . mainly rising costs of services. High productivity will let many firms absorb higher costs.

- **INCREASES IN WAGES DURING 1964 ARE GOING TO MATCH** this year's hikes. The unions are restless under the moderate guidelines set by the White House in 1962, to check inflation. They see big profits and want more of the pie. But future increases written into existing contracts imply a decline from this year's average. Unions will have to push to get back to 1963 levels.

- **SIGNS OF OVER-BUILDING ARE STILL POPPING UP**—but they are not yet widespread enough to cause serious concern. There's evidence of congestion in several large Eastern cities—mainly apartment and office construction. But in most cases it's being allowed to work itself off before it creates serious problems. To be sure, vacancy rates have been edging up for a year, but they aren't worrisome yet . . . and they center mainly in older apartments.

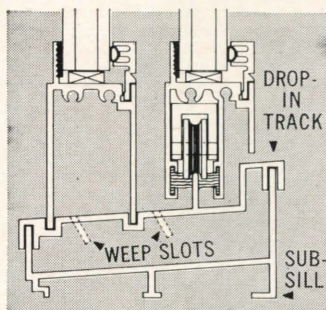
The recent high rate of contract awards assures a high level of building activity for much of 1964. And, because of the jobs and materials orders they create, the big backlogs also guarantee the rapid pace of business rise already forecast.

- **MORTGAGE INTEREST RATES ARE LEVELING OFF** these days—which may be a prelude to a slight upturn as 1964 goes along. Demand for money is rising with the rising tempo of business activity. At the same time, lenders are getting less new savings they can channel into mortgages. So competition for new real estate loans is not quite as intense as it has been recently.

Mortgage rates were declining through last spring. But then they leveled



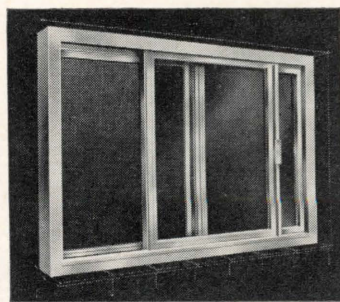
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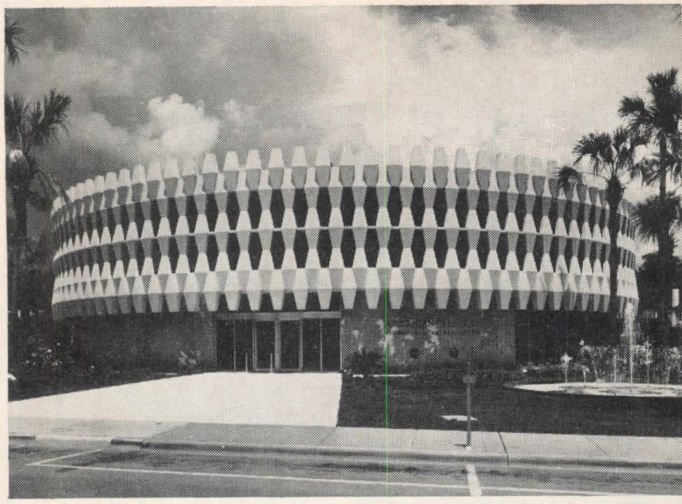
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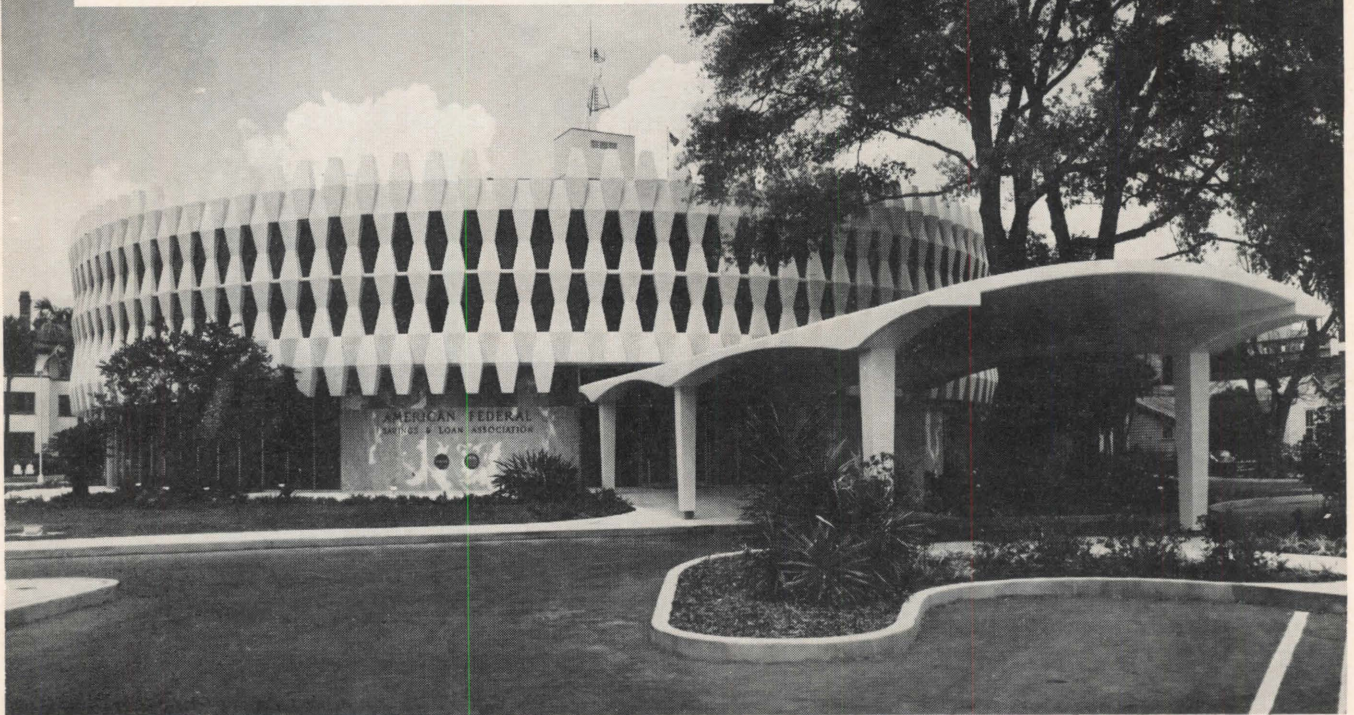
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The Florida Architect

OFFICIAL JOURNAL OF THE FLORIDA ASSOCIATION OF ARCHITECTS

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THIS ISSUE . . .

VERNA SHAUB SHERMAN
Acting Editor

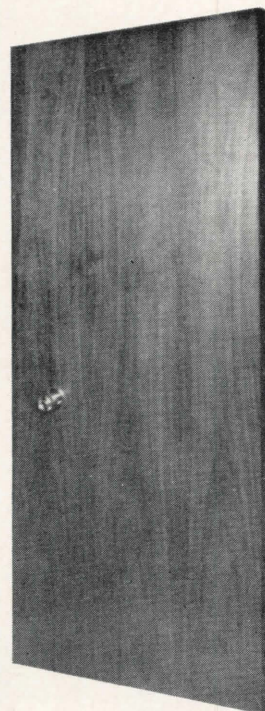
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THE FLORIDA ARCHITECT

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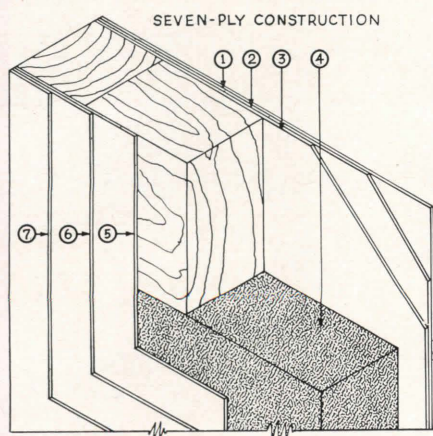
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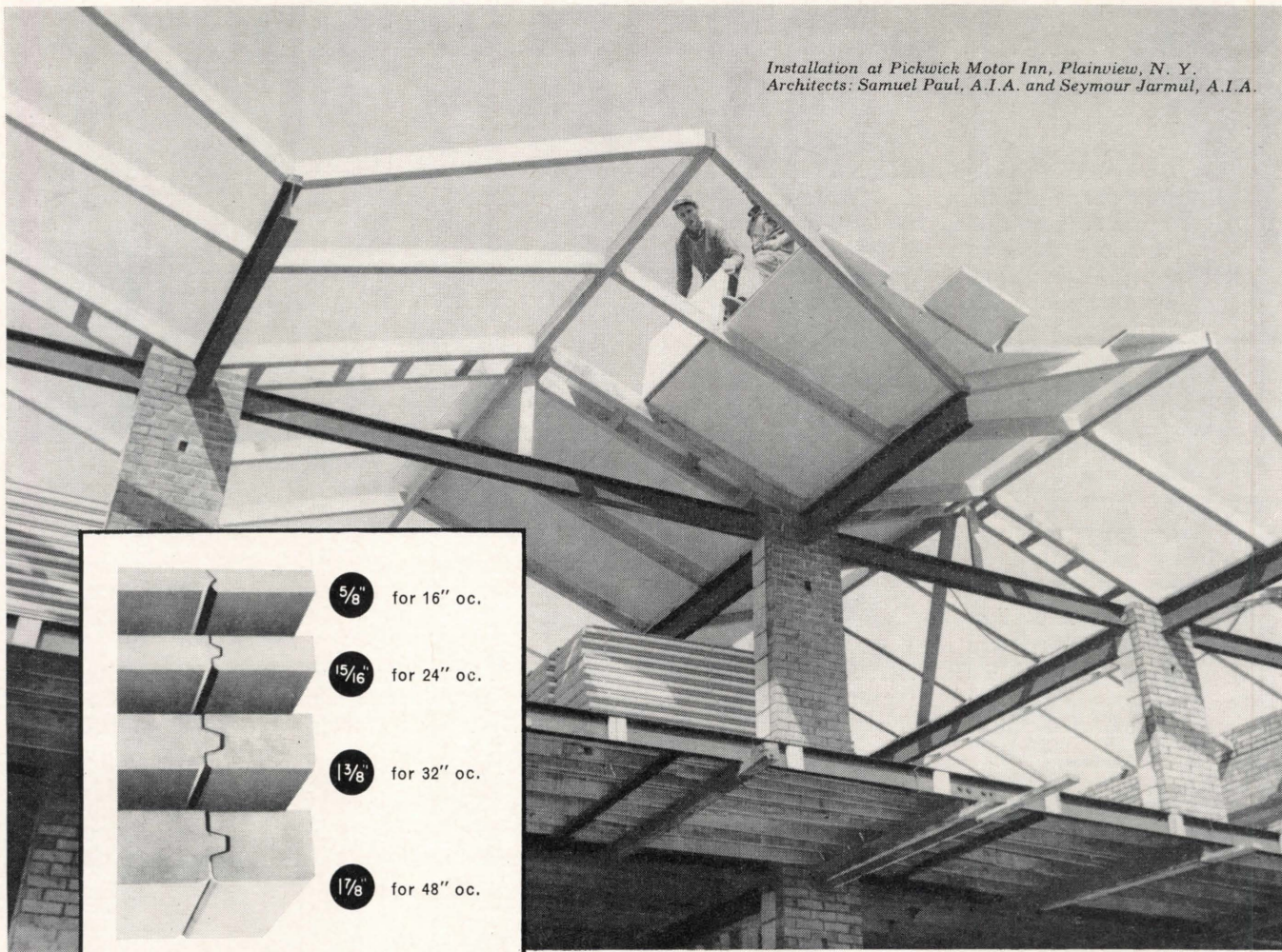
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GASLITES BUILD BUSINESS IN CLEARWATER AREA. Fine new Parliament House on Clearwater Beach features natural gas throughout for cooking, heating, water heating and swimming pool heater. Biggest conversation piece among impressed patrons: 46 gaslites of both open torch and mantle types.

CHAIN REACTION—West Palm Beach Medical Building replaced two electric heat pumps with Arkla natural gas air conditioning units. Owner was so pleased with results that he replaced one remaining heat pump with an Arkla, and ordered two more 5-ton natural gas units for a new addition to the building.

GULF LIFE AIR CONDITIONS NEW OCALA OFFICE—10 tons of natural gas air conditioning with zone controls for maximum efficiency are providing ideal year-round climate for new Ocala office building of Gulf Life Insurance Co. Ocala Manager H. W. Gillis reports, "Very well pleased!"



COOKING WITH GAS... 14-STORIES UP! Fort Lauderdale's palatial Four Seasons Apartments on Sunset Drive is adding a spectacular rooftop restaurant fourteen stories up... all-gas kitchen, of course! Management well satisfied with gas-fired central water heating system.

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AHEAD LIES...

A NEW VENTURE

By ROY M. POOLEY, JR.

President

Florida Association of Architects

As you settle back to read this month's Florida Architect I sincerely hope you can reflect on a pleasant and happy holiday just concluded and that your particular crystal ball contains a picture of vigorous good health, new prosperity and personal happiness for 1964.

As we enter the new year, FAA will embark on a new venture holding great promise. By now, Fotis Karousatos will have assumed his new duties as Executive Director and FAA will begin to respond to a new hand at the helm. It is a time for serious reflection and new resolution.

Our profession is naturally endowed with an enormous field of interests and has available to it more worthwhile and inspiring challenges than can possibly be met. As with each of us, our combined energies necessarily must be channeled into a limited number of projects in order that we may achieve a measurable degree of progress.

At the January 24th and 25th Committee and Board meetings we should be able to define and set about accomplishing our major objectives of 1964. Meanwhile, I take this means of suggesting to you some of the areas which, in my judgment, require our urgent attention.

1. *Craftsmanship Awards Program.* The Convention adopted a program calling for a chapter by chapter and statewide Annual Craftsmanship Awards Program. This has proven to be an exciting and rewarding effort in the chapter areas where the program is already being conducted. This program publicly recognizes and accents our profession's interest in, and appreciation of quality, and particularly recognizes the excellence of individual

craftsmanship. It has significantly and favorably affected the attitudes of craftsmen in local areas and can be expected to have a profound effect on the quality of craftsmanship throughout the State.

A committee has been appointed with instructions to prepare a detailed brochure on the combined experience of participating chapters and describing the mechanics for conducting a successful awards program.

Each chapter will be urged to make immediate plans for its awards presentations during the month of October, in order that the first annual state awards may be presented at the Awards Banquet of the 1964 Convention.

2. *Legislative Program.* The Special Study Committee is currently reviewing legislation with respect to the Architect's Registration Act and attempting to analyze the needs of our profession in this respect. Also under scrutiny are the attitudes and emotions of members of our profession, as well as those of legislators, public officials and the various other interests in the construction industry relative to the Registration Act. From the deliberations of this Committee we hope to obtain recommendations for modest but attainable goals for the 1965 Legislature and, more important, a statement of long range objectives on which to base our future efforts.

3. *Survey of the Profession.* It has been many years since any kind of comprehensive study has been made of our profession in Florida. We have nearly concluded one phase of a new study concerned with the civic and organizational activities of individual architects. (If you have not completed and returned your information in this



effort, I strongly urge you to do so now.)

While this data will be of enormous value to the chapter officers, FAA officers and staff, it is obvious that we also need reliable and current information on the economic strength of the profession. I therefore propose to initiate an uncomplicated survey designed to make available such facts as: the total volume of construction under the direction of the profession, the number of people employed directly and indirectly by the profession, our economic contribution to the State and other such pertinent data as will assist us in promoting the profession with business interests. This same survey should be of great value also in providing us with a better insight of our strengths and weaknesses and will no doubt provide a sound base for future productive programs.

4. *The Architect's Image.* It is elementary that virtually every activity of each chapter and the Association is (or certainly should be) directed in some manner toward creating a favorable image of the profession. However, it does seem to me that we virtually insist on hiding our light in a barrel, with only a few knotholes. We do now have numerous meetings—we do discuss vital and interesting topics—we are engaged in important

(Continued on Page 30)



Palm Beach

ROBERT W. WENING

President

than has been evidenced to date. By utilizing the talents of all our members — individually and collectively — we intend to make our professional voice heard throughout our Chapter area.

Many Planning Boards, Zoning Boards, Capital Improvement Committees of communities within our area sit without an architect member or consultant. City and county commissions commit vast sums of public funds on planning and building programs without professional counsel. In 1964 we will try to rectify these situations through a program designed to stress the many advantages which an architect's training and experience could impart to such Boards and Committees.

Too often architects—through their silence—will fail to support a highly constructive program, or will condone an ill-conceived one. This year our Chapter proposes to act positively on matters affecting the public interest wherein our particular talents qualify us to so act.

Along with other Chapters in the state, we of the Palm Beach Chapter

are beset by unqualified and unregistered persons practicing architecture. As part of a long range program, we have been conserving treasury funds for the past two years to retain legal counsel to help us combat this problem actively. This year will see the institution of this program. To supplement the legal action, our public relations program for the year will be geared to point out the many benefits to be gained by retaining qualified architects for building projects of all sizes.

Taking the lead from other Chapters, we plan to inaugurate the Craftsmen Awards program in 1964. We feel this is a valuable undertaking toward increasing the quality of workmanship within our area, as well as a public relations tool for the Chapter.

Finally, to draw our own members closer together, we are again picking up the long-abandoned Beaux Arts Ball. We feel that the working together and planning together aspects of such a social function will strengthen the bonds of friendship among our members, and result in a stronger Chapter.

One of our national A.I.A. publications states that *"the ways in which A.I.A. advances are as numerous as its members. Shape and direction, success or failure of this program depend on the active participation and initiative of every individual member."* We of the Palm Beach Chapter plan to make 1964 the year of the individual member.

Membership in our Chapter passed the 100 mark in 1963, and an organization of this size should be able to wield a considerable amount of influence in the community—far more

Daytona Beach

FRANCIS R. WALTON

President

Last year the chapter tried a quarterly meeting plan with some success and improvement in attendance, usually we have nine corporate members, eight associate members and about seven of the allied members. The allied membership program was adopted in this chapter to permit the attendance of many friends in engineering, drafting, utilities, landscape and other fields, who wish to take part in chapter functions.

We have had program material consisting of displays, films, round table discussions, and had in attendance guest groups consisting of build-

ing officials, realtors, finance representatives, appraisers and others.

As with other chapters, our standard problem is obtaining attendance of the busy corporate members and we do not claim to have a complete answer to the problem.

We are hoping in 1964 to continue the quarterly meetings and the planned programs.

The Chapter has become involved with finance people and downtown business leaders to attempt to bring some thinking into the problem of the decay of "Downtown." All we can indicate at this time is hope.



Florida North

FRANK G. GEORGE

President

The Florida North Chapter under the leadership of Past President Thomas Larrick had an eventful year in 1963. The ground breaking ceremony for the New College of Architecture and Fine Arts Building, the increase in attendance at meetings was quite prevalent and several committees came to life. This has started and set the course for the on-coming year.

With able assistance and faithful co-operation from the membership of our Chapter, the officers for 1964 will continue this course with intensification on more committee activity.

Chapter committee assignments for the coming year have been made. Selections have been based on "work" ability potential, interest, and qualifications. This method leaves much to be desired; however, a more active participation in committee work should be the end result.

The Chapter plans to have monthly meetings during the coming year. The meeting day is scheduled to be the 3rd Friday of every month. The odd month meetings (January, March, May, etc.) will be devoted to the continuation of the "Dinner-Program" type meetings. The even month meetings (February, April, June, etc.) will be devoted to "business and workshop" meetings. This schedule of meetings should retain the interest of both the architectural faculty and practicing architect chapter members, with this balance of academic "programs" and practical "workshop sessions."

A special committee has been named to serve as Co-Host Committee with the Jacksonville Chapter Convention Committee to assist in the planning of the coming Florida Association of Architects Convention in Jacksonville.

Upon following the progress schedule of the New College of Architecture and Fine Arts Building at the

University, it is quite apparent that certain assistance from this chapter will be essential, in the forthcoming dedication ceremony. As a matter of fact this assistance may be requested from all chapters of the FAA. This will be an ideal time to project the "image" of the Architectural School and its entire faculty thru-out the State of Florida.

The basic aims of the Florida North Chapter for the year 1964 will be determined by the chapter membership. These aims will come forth at the chapter meetings (workshop sessions) and will result in committee investigations, findings and recommendations.

The basic aims of the President for the year 1964 will be for increased attendance, committee action, and for an increase in membership.

Many every day problems of the practicing architect will be covered this year. Presently too many "why's" exist. Some topics for the workshop sessions will be: "Communication of FAA to the Local Chapters," "Architect-Engineer Relationship," "Why



does the Development Commission have a complete roster pamphlet of all the Engineering Firms in Florida in their Promotional Packet?", "Why haven't the Architect's prepared one similar?", "What is necessary for greater unity among architects in our Chapter?", "Who has a thorough practitioner's understanding of the Lien Law revisions passed by the last session of the Legislature?" Some of these questions are somewhat loaded but should certainly start the ball rolling in the workshop sessions.

In conclusion, I must confess that I am looking forward to an eventful year for 1964.

Jacksonville

JAMES O. KEMP

President

Many fine achievements have been realized by the Jacksonville Chapter since it obtained its Charter in 1955. However, we recognize that general participation in Chapter activities by all members has gradually narrowed to a point of concern. Therefore, we will attempt to build back the vital interest and responsive desire in the membership that is certainly basic to the achievement of goals and the perpetuation of our responsible position

in the community. This will certainly take time beyond the coming year, but we can place emphasis in this area in 1964 and, perhaps, start the current in that direction.

The 1964 FAA Convention, to be co-hosted by the Jacksonville Chapter and the Florida North Chapter, will present a welcome challenge and an opportunity to develop a broader scope of activity by the entire Chap-

(Continued on Page 14)

Jacksonville . . .

(Continued from Page 13)

ter. We will certainly tap the energy and talents of most Chapter members in providing the FAA Convention Committee with the facilities and stimulated community interest to hold a highly successful convention.

In keeping with the general preparation for the Convention environment we plan to expand our public relations program and strengthen community interest in the activities of our profession. We have already begun activities in this direction and will have a graphic illustration of construction progress in Jacksonville, prepared by the Metropolitan Planning Committee as a public service, published in the local Chamber of Commerce Periodical, *Jacksonville*. We expect to pursue this activity and accomplish a similar project in the coming year. We will also broaden the responsibilities of our public relations consultant.

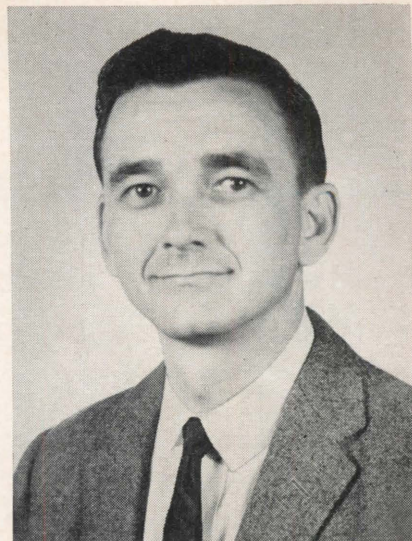
A continuing effort to encourage the development of a County Building Code will be a significant activity next year. A Chapter meeting program will be devoted to an open discussion with the County appointed Building Code Advisory Committee. A Jacksonville Architect serves as Chairman of this group. The Legislative Com-

mittee will continue to actively participate in local and state governmental matters of significance to the profession, and will lay the groundwork for Chapter participation in activities such as the adoption of a County Building Code.

One of the highlights of our program for 1964 will be our Annual Craftsmanship Awards Banquet. *The Craftsmanship Awards program is expanding each year and is beginning to attract widespread community interest.* It is our understanding that interest in this program is developing at the state and regional level of the Institute and that more advanced awards may become available in the future.

A realistic effort by our new Design Committee should mesh very well with the activities of our Convention Committee and Public Relations Committee and, perhaps, render a valuable service to individual Chapter members by focusing their attention on several stimulating ideas proposed by the Institute. We hope that we may be able to emphasize, to interested Chapter members, the main points of the Comprehensive Practice series appearing in the *AIA Journal*.

We are, of course, very sincere in our motives to stimulate more interest in participation among *all* Chapter members, both senior and younger, and expect that our program will have



to be somewhat dynamic in some respects to accomplish a positive result. We must act with determination in this important area. Our approach must be tactful, and in an effort not to have our best laid plans backfire, we will bear in mind a simple lesson phrased by Ogden Nash:

"Any hound a Porcupine nudges
Can't be blamed for harboring
grudges.

I know one hound that laughed
all winter
at a Porcupine that sat on a
splinter."

Nevertheless, we will continue to
"nudge", ever so gently.



Florida South

JAMES E. FERGUSON, JR.

President

The Florida South Chapter looks forward to another outstanding year of *service to our profession and community*. Nineteen hundred and sixty three, under President Earl Starnes, was a very active year for the membership of this chapter. Even with all of the time and effort required as Host Chapter for the National Convention, we did not neglect our other responsibilities.

It is with this knowledge, that the newly elected Executive Committee feels that we can push forward with those Committee Programs that have been so active this past year.

This includes Public Relations, Codes and Zoning, Community Development, Award, Design, Exhibits and School Planning.

Much needs to be done to keep pace with the education of architects, not only our Academic Program in schools and the young architect-in-training program; but the continuing education of our registered architects in practice. We hope to have more active office practice and hospitals and public health committees, plus interest in FAA Seminars to encourage our practicing architects in keep-

(Continued on Page 15)

THE FLORIDA ARCHITECT

ing abreast with the ever changing requirements of design, materials, and office practice.

It seems that in the year ahead there will be much talk and planning for the development of our downtown shopping and business district, plus the Urban Renewal Program. As the designers of our environment, it is imperative that our chapter and the individual members take a strong and vigorous part in the development of the South Florida area.

We hope to enlist a greater number of our membership in participating in our committee programs and the problems of the chapter. Far too

much of the activities of this chapter are supported by the same small nucleus of our membership. I'm sure that each member must have some particular area in which his interest could be aroused, to the extent that he would devote his time and talents to solving the problems of our profession.

I am honored that my fellow members have elected me to serve as President of the Florida South Chapter for 1964, and God willing, I will carry out the programs set forth by the Executive Committee to the best of my ability. I hope that I can count on each of you to do your share.

for the future; this is as it should be. Based on the sound foundations of bygone years of devoted activity by earlier colleagues, the ambitions of a brighter tomorrow must be advanced and carried out, else we betray not only our earlier counterparts, but our contemporaries as well. We are convinced that our program for the next twelve months will at least partly fulfill our ambitions, yet we cannot be so naive as to believe that all phases will immediately bear fruit; if we can plant a healthy acorn, it will be to our credit that we have set the stage for a strong and spreading oak for the future.

As of now, we are setting the following in motion:

A complete revision of our chapter by-laws, conforming to the latest A.I.A. Advisory Form. This entails the format of the Commission-Committee standard, paralleling that of the National Organization. Institution of the status of Professional Associateship and the discontinuance of Junior Associateship.

Formulation of a continuing program of "Advisory Committees" available to County, Municipal, and School Boards. This will fill a void in a very important civic responsibility and, as a by-product, will reflect favorably on the profession from the standpoint of public relations,—provided the program is wisely and discreetly administered.

A closer working liason with the National Institute and the F.A.A., the Producer's Council, cultural groups in each area of the Chapter, and the School of Architecture at University of Florida. This program in its entirety will be vigorously pushed.

Formulate the groundwork for future competitions for Architects and Draftsmen.

Work in conjunction with the F.A.A. program, as well as our own local programs, in the area of Craftsmanship awards.

Appropriate recognition of public officials, lay organizations, etc., for their outstanding achievements in fields of interest to our profession.

Provide more and better support for the Florida Architect; a planned program of submission of articles, graphics, and general notes of interest.

Consideration of transforming local community architectural leagues or societies into divisions of our Chapter.

(Continued on Page 22)

Florida Central



DANA B. JOHANNES

President

in the hands of the Octagon where final approval is expected early in January.

Conceived in honor, soon will be heard the lusty cries of a'bornin' infant, the eleventh member chapter of A.I.A.'s Florida family circle!

As to the remaining core of Florida Central? Rather than being weakened, we expect the exact opposite, and the same applies for the yet unnamed new chapter. By diminishing the tremendous distances and area of the past, efforts in all fields can be much more forcefully exerted and pinpointed; a higher and more stable percentage of membership attendance at meetings can be expected, and certainly committee activity will be enhanced and made more vigorous through localizing the committee groupings, as against being spread across the vastness of Florida landscape as in the past.

As is generally the case, the advent of a new administration brings promises of bigger and better chapter plans

It is expected that Florida Central Chapter, in early 1964, will experience that somewhat rare phenomenon of a "split" in its geographical area. A majority of the corporate members in Bradenton, Sarasota, and points south have expressed their desire to form a new chapter composed of those counties now in Florida Central, south of the Pinellas, Hillsborough, and Polk County lines. Regretting the loss of the regular companionship of many of our cherished friends and most faithful workers, they received our blessings and assurances of paternal support during their formative period. The matter is now





some people think he has nothing on his mind but women

THEY COULD BE RIGHT!

He knows that modern women not only like living electrically — they want more of it! Women want it by the house-full.

And by the same token, the woman-pleasing answer to a new home or apartment is one that merits the MEDALLION award.

Buyers and renters have been pre-sold that the MEDALLION offers the most in Better Living Electrically. They look for it.

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Architects are fully aware that MEDALLION HOMES permit the utmost flexibility in design. In kitchen and laundry, flameless electric appliances are tops in space-saving.

Electrical Contractors know that MEDALLION HOMES with major electric appliance installations . . . and modern lighting . . . and Full Housepower wiring . . . just naturally add up to more business.

Every segment of the building industry benefits by the trend to all-electric living . . . and by the tremendous, multi-million dollar, national advertising program for MEDALLION HOMES, backed up locally by Florida's electric companies.

The "switch" is on to MEDALLION HOMES and apartments throughout Florida. It's a fact: MEDALLION certifications in 1963 were 37% higher than in 1962 in the area served by Florida's four investor-owned electric companies.

You can profit by participating in the MEDALLION HOME program. For full details, call your electric utility company . . . always at your service!



More and More it is Recognized that

A "MEDALLION" ON THE OUTSIDE MEANS BETTER LIVING INSIDE

Basic requirements for homes or apartments certified for the MEDALLION HOME AWARD are:

- **ALL-ELECTRIC KITCHEN** including electric range, electric water heater, and other major electric appliances.
- **FULL HOUSEPOWER** — 100-200 amp. service entrance and enough switches and outlets for modern convenience.
- **LIGHT FOR LIVING** — ample lighting provision for comfort, safety and beauty.



Florida's Electric Companies

Taxpaying, Investor-Owned

FLORIDA POWER & LIGHT COMPANY

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HERBERT LAWTON, Architect
Project Associate

RANDOLPH JACKSON, III
Structural Engineer

SUNSTATE BUILDERS INC.
Builder

PAUL T. WARD, INC.
Interior Design

JACK HOLMES
Landscape Architect

HARRISON COVINGTON
Artist

ERNEST COX
Sculptor

BLACK - BAKER
Photographers

The plan for the house explains itself as you walk through it. Essentially, the main considerations were to develop within 1800 sq. ft. of inside area a home that would be dignified yet exciting, to create spaces that would have a strong relationship to each other, yet that had their own identity and privacy.

The kitchen was located rather centrally so the mother could supervise her children's activities from that point as easily as possible, also in order to take effect of the magnificent views both to the left and right as you look through the windows to the lake. In addition, because of the close relationship and the openness between the kitchen and the family room, these two spaces become one area—this lends a great deal of versatility to the total space.

The children's bedrooms admittedly are a different shape than is usual, however, each area within the room is for a particular function—the bed fits into its alcove, the desk occurs out of the traffic area and at a point where the person sitting at the desk can look out of the window. There is a space for the chest of drawers, dresser or other furniture desired.

The landscaping around the house, with its rolling mounds, has been so designed that privacy is established around the terrace areas and a visual excitement introduced by the changing heights, plains and foliage.

The structure is made up of precast, prestressed concrete in varying shapes, concrete block and cast concrete brick.

The concrete block with their cores doweled with reinforcing rods and grouted become, in effect, six foot wide columns occurring

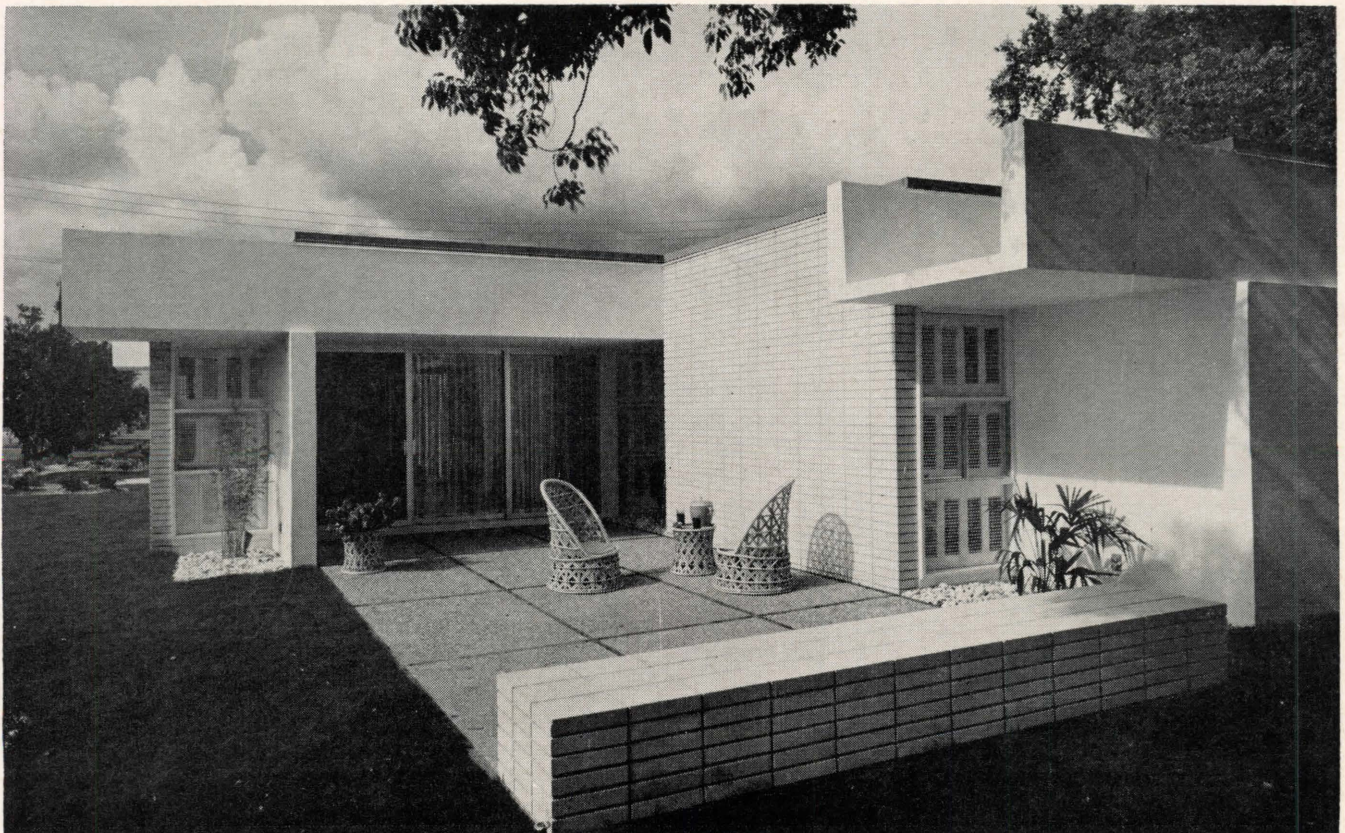
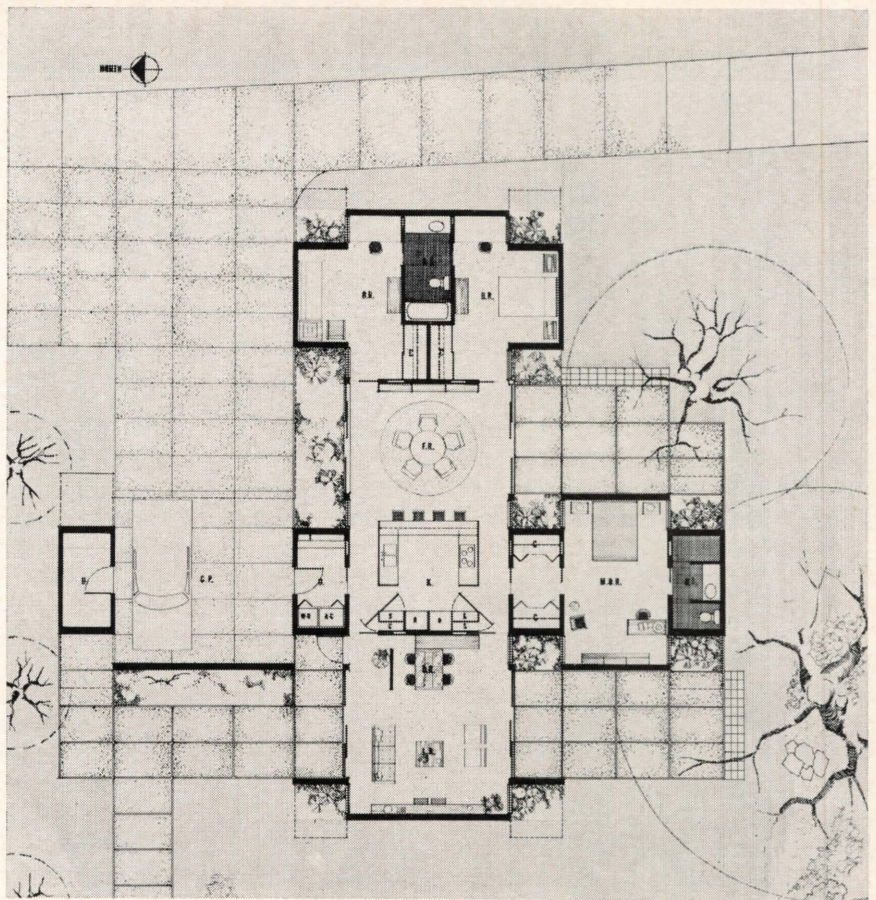
(Continued on Page 21)



Page eighteen . . . South elevation showing formal and informal shaded terraces from adjacent cul-de-sac.

This page . . . Above, plan. Below, Living room terrace featuring pebbled concrete paving and cast cement brick garden seat.

Page twenty one . . . Above, North elevation, west sector, typical non-loadbearing cast cement block wall screening carport area. Center, living-dining room showing cast cement brick interior-exterior wall used throughout the house. Below, Exterior night perspective showing contrasting cast cement brick and stucco exterior wall textures.



To Strengthen the Profession

By **ARCHIE G. PARISH, FAIA**

President

Florida State Board of Architecture

During the past several weeks we have been shocked by tragic events which have taken from us our beloved President, John Fitzgerald Kennedy. It has been brought home to us with brutal clarity that "it can happen here."

As in the past, when tragedy has struck our country, we have already closed ranks and have exhibited to the world a solidarity of purpose which cannot and will not be misunderstood or misinterpreted.

As we enter the New Year, we must again pledge to exert our every effort to insure continued progress in the months to come. This is not only true on the broad scope of international and national affairs, but is more so on the local and "grass roots" level.

An old saying, lost in antiquity, goes "Great Oaks from Little Acorns Grow." How true is this in our daily lives! We must have a pride in our country; our professions, whatever they may be; and in our own endeavors. If we become lax in our personal endeavors and principles, such laxity reflects first on our professions and then on our communities.

It is my deep personal hope, as we go forward into 1964, that each and everyone of us will assess our responsibilities and will strive to strengthen our profession.

As in every line of endeavor be it religious, political, humanitarian or personal effort, we are only as strong as our weakest link. We must be alert to possible weaknesses and through



personal and combined effort, forge a strong and unbreakable front.

Let us briefly review the problems in our own profession. *Have we, during the past year, taken every reasonable precaution to insure that we have served our communities to the best of our abilities? Have we taken it upon ourselves to correct weaknesses in our structure even though such action may result in recriminations* (Continued on Page 31)

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Horizon Homes...

(Continued from Page 18)

throughout the house. Concrete "channel" shapes which are six feet wide and two and one-half feet high—which have been precast, and prestressed in the fabricating yard prior to delivery—bear on these concrete block columns. These channels, once in place, serve several functions: they are the beams on which all of the other roof structure bears, they, because of their shape, form a cavity through which the air conditioning ducts extend, and they form a low plane which has been used to define the areas in the bedrooms, the closets, the baths, and the covered portions of the outside terrace areas.

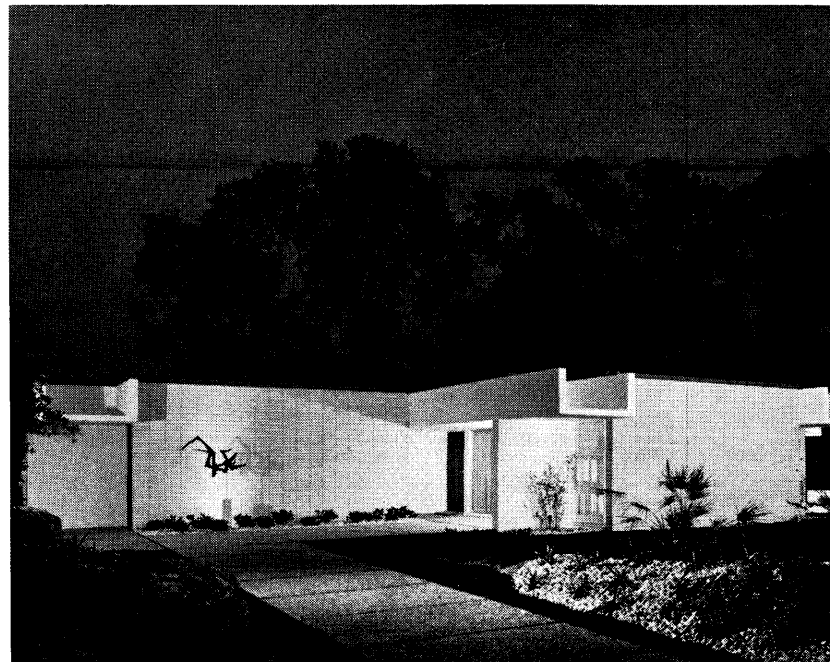
From a visual standpoint they add a dramatic dimension to the feeling of space in the house—their lowness by contrast with the higher areas accentuate the difference.

The remaining roof area is precast, prestressed concrete "planks" that are four inches thick, and 4' wide which extend from channel to channel. An inch and a half covering of rigid insulation has been applied to the roof surface and a built-up tar and gravel roof applied to this.

The grooves in the ceiling are the joints between each individual slab—these become, and were planned to be, prominent features in the design. For example, these grooves have a distinct relationship to the divisions in the windows and doors, and further, even to the divisions in the terrace slabs. These kinds of relationships are relatively subtle but important parts to integrated and disciplined design.

The brick walls are 8" x 12" cast concrete units. The color is integral and they have been exposed inside and out. The contrast between the textured brick and the smooth concrete surfaces emphasized the difference between materials.

All of the concrete block walls, i.e., those walls that form the small "boxes" in different parts of the house, have been plastered with cement plaster on the exterior and have received wall-board on furring strips on the inside. Two of the walls plus the kitchen cabinets have received wood panelling—actually this panelling is a plastic laminate and because of this, will wear better and last longer than conventional wood panelling.



Florida Central . . .

(Continued from Page 15)

An organized, selective, and well-documented program of membership enlargement as well as attendance and general participation efforts.

Lend greater support and integrate more fully the valuable activities of our Ladies Auxiliary with our own Chapter. In the past, our ladies have done a yeoman job in behalf of the

Sanford Goin Fund and other worthy projects; their interest, though never flagging, should be made even more fruitful if in closer proximity to Chapter interests.

—And so it goes; minor items not mentioned above are already in the works, and unforeseen matters will arise. To say the least, we expect an interesting year!

Broward County

VICTOR A. LARSON

President



The year 1964 will, from all indications, be one of considerable construction activity. Our area will undoubtedly enjoy a major portion of this anticipated growth. In fact, during the last few years, we have witnessed a tremendous activity in new developments, residential and commercial. It is quite obvious that we, as Architects, are not contributing enough.

As officers for 1964 we earnestly hope to guide our Chapter in promoting Architecture in our immediate area by letting the public become aware of the contribution that we, as Architects, are capable of making. In order to achieve this, the following steps will be taken:

Increase attendance at our meetings and increase our membership.

Establish a closer relationship between City and governmental officials and the A.I.A. Keep the Chapter informed of any legislative decisions that would affect our profession.

Let the general public hear more and see more, through newspapers, etc., about Architects and Architecture. More Architectural representation and active participation in Civic affairs. Provide, from our Chapter, speakers to discuss their various projects and present the Architects' viewpoint.

Convince the Building Industry that we, as Architects, are a part of this industry and prove it by closer cooperation and assistance.

Encourage better Architecture by producing quality work. Let the public recognize that an A.I.A. Architect represents top performance.

Encourage active participation by all Chapter members by assigning Committee duties of some sort to each and every member.

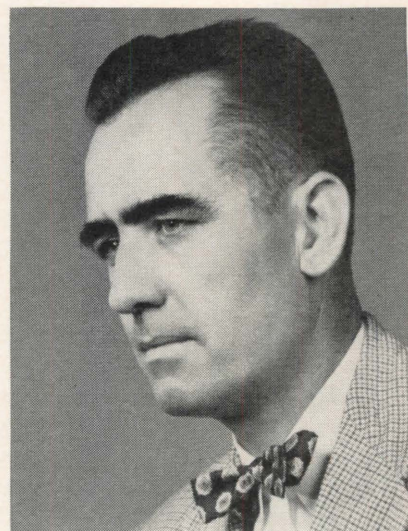
Effect a closer tie between the Chapter members, their officers and the F.A.A. We cannot function as a Chapter unless we all are willing to work together.

Every effort will be made to give both the State and National Association our very best cooperation.

Mid-Florida

ROBERT B. MURPHY

President



The objectives of the Executive Committee of the Mid-Florida Chapter for the year 1964 are two-fold, namely, to unify the existing membership into an effective unit of the Florida Association of Architects, and to project the activities of the Chapter into the civic and professional life of the various communities within its borders.

With the firm conviction that vigorous committee action is the basis for the accomplishment of these objectives, the newly elected Executive Committee has proposed a further revision of last year's Committee Structure. The form follows the five Commissions recommended in the AIA Document No. I-201, 1963, Advisory Form of Chapter By-Laws, Special Committees.

By the formation of a minimum number of committees, with each committee being chaired by an Officer or Director, it is hoped that work of the Committees can be controlled, kept within the immediate scope of the Chapter and, through constant review by the Executive Committee, be directed toward our objectives.

It is the hope of this Chapter that the architects of the six Counties assigned to the Mid-Florida Chapter will join in the overall effort to benefit the profession and its members. The formation of AIA Sections has been encouraged.

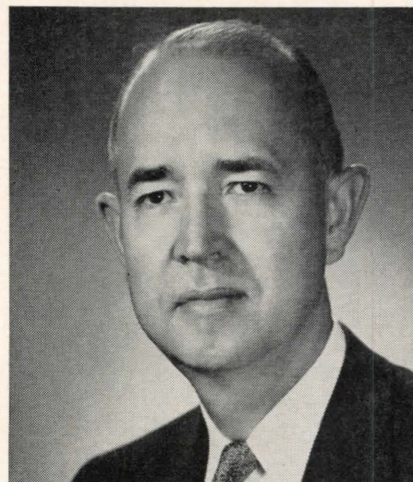
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TIME and ARCHITECTURE

By A. M. YOUNG

President

The Producers' Council, Inc.



"For a few minutes I'd like to have you think with me on the subject of *Time and Architecture*. I doubt very much if anything I say will be surprisingly new or shockingly different. I do hope, however, that by presenting some old ideas in a different context, your thinking will be stimulated and you will be projecting relationships which heretofore may have escaped your thinking.

If I were to ask each one of you in the room your opinion of architecture, it would be only natural that you could be accused of being biased in your answers. After all, a great many of you are architects who are giving your lives to your profession. Obviously, you think it is important. The engineers and the producers' representatives, together with other members of the building industry, who are here, and who are closely related with the architectural profession could also very naturally be accused of being biased in their answers.

Therefore, let us note the opinion of a man at whom this accusation could not be made. I refer to that famous American historian of a few generations ago, William Hickley Prescott. In his renowned work, *The Conquest of Peru*, he says in the fifth chapter and I quote: "The surest test of the civilization of a people—at least as sure as any—afforded by mechanical art is to be found in their architecture which presents so noble a field for the display of the grand and the beautiful and which, at the same time, is so intimately connected with the essential comforts of life."

Note Mr. Prescott's mention of both the esthetic and the utilitarian

purposes of architecture. Truly, here is a profession where art and science unite to serve man. Let us consider why both the utilitarian and the esthetic purposes of architecture are vital. Basically, of course, this is because the total reaction of architecture on people is the result, we might say, of two vectors: *one of these is the thinking they do about the building, and the other is their feeling concerning it.*

Even those of us closely connected with architecture are likely to overlook the fact that people spend a great percentage of their lives in buildings. People are born, live, work, study, play, relax, and convalesce in buildings.

Perhaps the utilitarian purposes of architecture are the easiest to understand and appreciate. Certainly, it is easy, today, to see how the work of the architect and the engineer have increased our ease of living even in the past several years, and most particularly in the past generation. I'm sure many of you arising on a cold morning give thanks for the thermostat and the modern heating equipment in your homes, and find that your nostalgia for the home of your boyhood gets a sharp chill on such an occasion. Those of you who have traveled considerably over the years and have, therefore, had to spend some time in hotels find no difficulty, I am sure, in appreciating the improvement in the standard of living of the American traveler which has been brought about by modern architecture.

Another aspect of the improvement in the utilitarian purposes of archi-

ture is obvious in the efficiency and the ease of maintenance of modern commercial and industrial buildings and in institutions. Even a quick trip and a few casual glances in a modern office building readily point up how much easier such a building is to maintain than one of 20 or 30 years ago.

Many of us are inclined to take the improvement in our hospitals and our schools pretty much for granted. We can have the shock of our lives if we can find a hospital with an old wing and walk through it and then, into the modern wing of such an institution. We do not have to be hospital experts to observe the improvement in efficiency and the ease of maintenance which have been attained through improved architecture.

I am sure most of us have long since recognized the vast difference between the frowning fortresses you and I went to school in as compared with the light, airy, and pleasant school buildings that have been the environment of most of our children.

However, the success of an architectural project is, as you and I know, not dependent on utility alone. How people feel can greatly influence how they react and how well they perform, for *architecture can literally control the way people feel*. I can recall my first vague feelings as a teenager concerning buildings. I recall I liked some, and some of them I didn't. As I grew older, I began to recognize a few of the reasons why I was favorably impressed with some buildings and bothered by others. I reached a climax here a few weeks ago when I was in

(Continued on Page 24)

Time and Architecture...

(Continued from Page 23)

Washington. I was riding with some members of the AIA staff when we went by a pizza shop of pure Tudor design. I remarked to one of my companions that there was something about a pizza shop of Tudor design that sort of touched me right in the pit of my stomach!

I'm sure many of you could put into expressive words what I have tried to say about the importance of the esthetics of architecture. However, by far the best comment I know of is one made by Mr. Lawrence B. Perkins in his book entitled *Workplace for Learning*. Mr. Perkins says and I quote: "The school building must be a setting which makes more effective the work or play going on in and around it. It must contribute to and intensify the appropriate mood for each activity—be it exhilarating or serene—and it must do this intentionally."

"It is, then, with the *art* of school building rather than with the *science* that this book is concerned. And not art in the sense of adornment, not something vague called beauty, but

a disciplined art, a *conscious attempt to influence mood and attitude of an 'audience'.*" This is the power of architecture.

And yet, so few beyond the architect realize or appreciate this tremendous influence of architecture. This importance must be sold to adult America. It must be generated in the consciousness of our children. If we were successful in this, think of the benefits that would come to our country if the majority of our population were allied with the architect in the demand for better architecture.

I suppose it's natural that few people outside of the architectural profession—with the exception of other members of the building industry who work closely with architects—have any real appreciation of the long, hard road from the beginning to the fulfillment of an architectural project. Consider the fundamentals: the first is *understanding the objective of the project*, something the architect must do even when the owner does not. Then, identifying the problems that must be solved if the objectives are to be successfully and economically met. The architect must identify these problems to which oth-

ers may be completely blind.

The next step is *creating the design*. Almost a thankless job because everyone will certainly not like the design no matter what it is. An elderly friend expressed his philosophy to me sometime ago. When I heard it, I felt perhaps this was the philosophy an architect should assume. First, be your own greatest critic, and then strive only to please yourself. This would have at least one advantage: at least one person would be completely satisfied with the design.

Then comes the step of *developing specifications*: details—details—details. The other day when I was thinking about the details in connection with specifications, I casually thumbed through the "D" section of the dictionary looking for adjectives that I felt were applicable to the details involved in specification writing. Here are a few of them that appealed to me: damnable, dangerous, deft, demanding, deceitful, daft, deliberate, durable, discreet, dogmatic, devouring, delicate. I'm sure each of you has a few choice ones you could add to that list.

The next step is that of *selecting*
(Continued on Page 29)



How Long Since Your Communications System Had a Checkup?

You may not fully realize it, but your company's communications system may not be quite up to the needs of a growing business or the increasing complexities of doing business.

The cure? A communications checkup and a possible prescription for one or more of the many new telephone services especially designed to increase business efficiency . . . cut down wasted time and effort. For instance: Dial TWX Systems; DATA PHONE service; Call Directors; Automatic Dialers; and many others.

Why not make an appointment soon for a communications checkup and find out the advantages of these new services? There's no obligation. Just call your telephone business office.

Southern Bell
...Growing with the Future

News & Notes

Convention Resolutions . . .

WHEREAS Roger Wade Sherman A.I.A. (1900-1963) was the first full-time Executive Secretary of the Florida Association of Architects, serving from 1956 to 1960; and

WHEREAS he served as Editor of *The Florida Architect*, the Official Journal of the Florida Association of Architects of the American Institute of Architects, from its founding in 1954, developing it from a small brochure-type publication to a full-fledged professional journal of outstanding quality; and

WHEREAS he was forceful in the advancement of architecture, a gifted editor, a writer of lucid prose, strong in support of measures for the common good, and valiant in the cause of Florida architecture; therefore be it

RESOLVED, That Roger Wade Sherman, in recognition of his many accomplishments, in gratitude for his service to the Association, and in memory of him as a friend, be made post-humously an Honorary Member of the Florida Association of Architects of the American Institute of Architects.

WHEREAS, studies completed by reliable national research organizations show that INTERAMA will be seen by 15 million visitors annually; will generate additional tourist business valued at \$1 billion annually and Florida State tax revenue, at \$40 million; and will benefit stores, hotels, restaurants, and other places of business up and down the length and breadth of Florida, automatically creating 100,000 new jobs all over the State.

WHEREAS, there is pending before the House of Representatives of the United States Congress the Area Redevelopment Bill with certain amendments, including the Cuban Refugee Amendment, which if adopted, would assure participation of the U. S. Government with a Federal Exhibit Building and Latin America exhibit pavillions in INTERAMA and speed its construction as the first permanent international exposition, with consequent cultural and economic benefit to all Florida and our nation.

NOW, THEREFORE, be it re-

solved that The Florida Association of Architects of the American Institute of Architects hereby approves the Area Development Bill, with amendments as proposed, and urges Florida's Congressional Representatives to vote for passage of that bill.

WHEREAS during the past year the Supreme Architect of the universe has seen fit to call from their earthly labors several members of the Florida Association of Architects, namely:

Garry A. Boyle, AIA, Tampa.
J. Frank Bradley, AIA, Miami.
A. Eugene Cellar, AIA,
Jacksonville.
Philip M. Jullien, AIA, West
Palm Beach.
Clarence J. Parman, AIA,
Homestead.
Edwin T. Reeder, FAIA, Miami.
Lee Roy Sheftall, AIA,
Jacksonville.
Coulton Skinner, FAIA, Miami.

and

WHEREAS these Architects have served their fellow men with skill and diligence and their profession with devotion; therefore be it

RESOLVED, That the Florida Association of Architects record its sense of loss and feeling of sorrow at the passing of these valued members of the profession; and be it

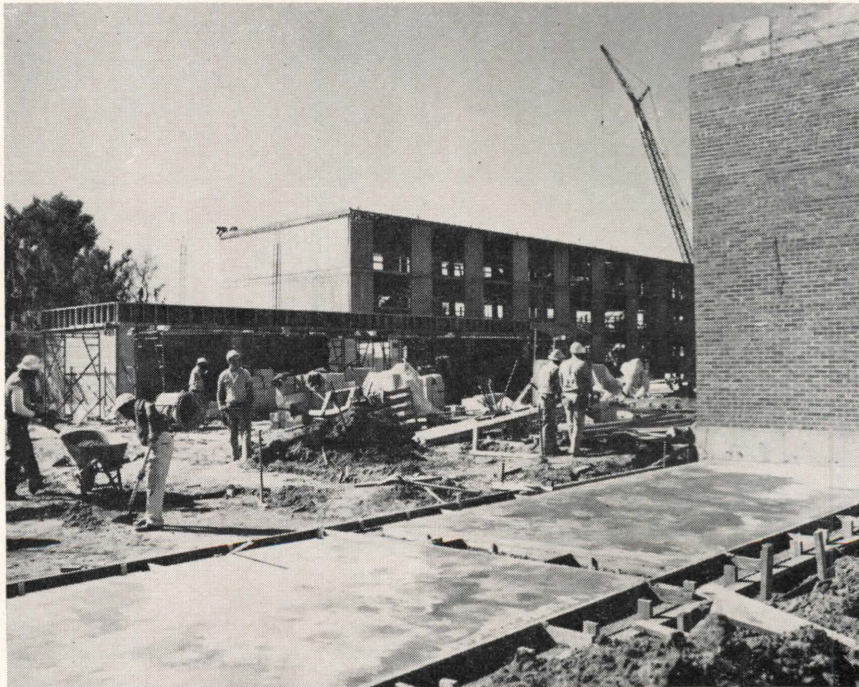
RESOLVED further, That the Association express to the families and associates of these architects its sincere and heartfelt sympathy.

WHEREAS the 1963 Convention Committee under the leadership of Herbert R. Savage has persuaded us to leave our customary abodes for a land of pounds, shillings, and pence; for a tropic isle of pink-powder sand set in the iridescent waters of the sea; and

WHEREAS the Committee has induced us to give up our educational programs and our building exhibits for the Limbo, the Calypso, and the Bikini: Therefore, be it

RESOLVED, That the Convention Committee be congratulated and commended for enticing us to play hooky from our offices and our homes to meet amid the beauty and the romance of Grand Bahama.

(Continued on Page 28)



The University of Florida's new home for its College of Architecture and Fine Arts is beginning to take shape on the University campus. The \$1.5 million complex is scheduled for completion early in October, 1964. Shown above, the one story unit on the left, in early construction stage, will house two lecture halls. The portion to the right will house the University's first exhibition hall and the four story unit in the background will house classrooms for students in architecture, building construction and art. A third unit, which cannot be seen, will provide facilities for administration and an architectural library. Concrete wall panels for this unit have been poured on grade in the foreground and will be hoisted into position.

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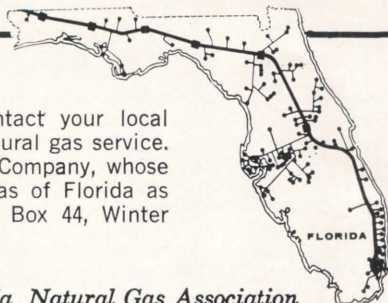
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Members: Florida Natural Gas Association

Mid-Florida...

(Continued from Page 22)

It is the hope of the Executive Committee that the activities of the Chapter can be community oriented, and that the membership will become more closely identified with efforts which need our support. Currently, members are very active in the Art activities of the community, with special emphasis toward the Florida Symphony, also serving on City and County Boards related to the building industry. Through proper direction and encouragement, such interest and activity cannot but help to better the profession and the community which it serves.

Florida North Central

PEARCE L. BARRETT

President



Aims for the Florida North Central Chapter of the American Institute of Architects for the coming year, 1964, fall into nine categories as follows:

Initiate programs which will stimulate active membership participation.
Prepare an exhibit for public dis-

JANUARY, 1964

Florida North West

MIAMI-DADE JUNIOR COLLEGE
MIAMI, FLORIDA

ELLIS W. BULLOCK, Jr.

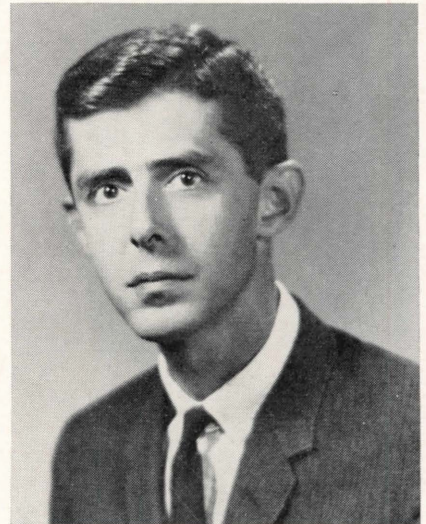
President

It was an honor for me to be asked by the membership of the Florida Northwest Chapter to serve a second term as President. During the past year, I have enjoyed the members' support and cooperation, together with their enthusiasm. They made my job not only easier, but a pleasure.

1963 was an active year for our chapter. Our members have represented us and our profession on a national, state and local level. Also, we are fortunate to have a member on the State Board of Architecture. We have been active in community affairs as members of zoning boards, planning boards, Chamber of Commerce committees, civic improvement and development committees, and have worked closely with the A.G.C. and other construction industry associations. In all these activities, the chapter—both individually and collectively—has been, and will continue to be, of increasing service to the community as well as to the profession.

Emphasis will be placed in 1964 on continuing and improving our relations with the construction industry, allied professions and our communities. The chapter will present Craftsmanship Awards in recognition of excellence in the building trades.

We are still concerned with the



"image of the architect". We will seek a better relationship with the press. Through improved public relations, we hope to improve this "image".

We will strive for increased attendance and participation in chapter meetings and affairs. Six chapter meetings are planned for 1964.

Having a chapter composed of energetic members earnestly dedicated to upholding the high standards of the AIA, I cannot help but believe that 1964 will be a year of great accomplishment.

play showing works of local architectural firms.

By every possible means acquaint high school students with the profession of architecture.

Formulate a plan with the Chamber of Commerce and other organizations for revitalizing the Tallahassee downtown business district.

Assist in establishing an Art Museum in the City of Tallahassee.

Cooperate, assist and work with

other local organizations in obtaining and preserving buildings of historic significance in the local area.

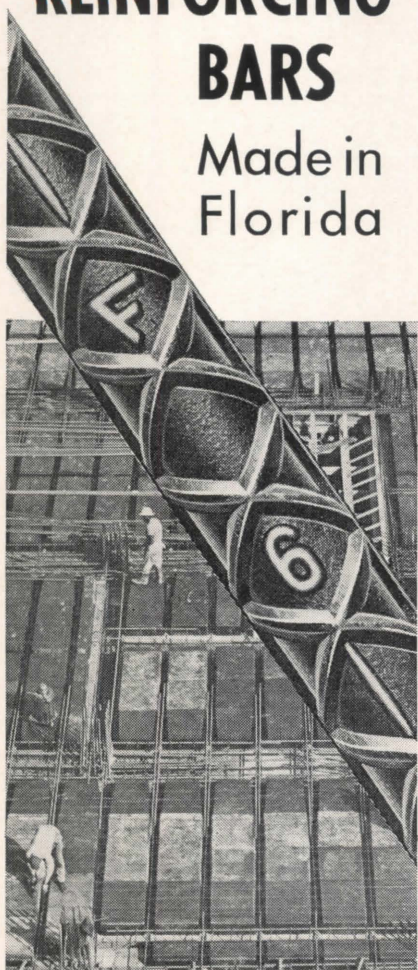
Establish a craftsman award for excellence in local building construction.

Encourage members to actively participate in all state and national A.I.A. affairs.

Conduct two meetings within the year to include wives so that all members become better acquainted socially as well as professionally.

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News & Notes

(Continued from Page 25)

WHEREAS Verna S. Sherman has been serving temporarily as Editor of *The Florida Architect* in addition to her other duties with the Florida Association of Architects; and

WHEREAS, under sometimes trying circumstances, she has discharged her duties as Acting Editor with diligence and competence; therefore be it

RESOLVED, That the Florida Association of Architects express its sincere thanks and its lasting appreciation to her for her splendid accomplishment in the operation of *The Florida Architect*.

Architectural Secretaries . . .

Newly elected Officers for the Architectural Secretaries Association of Miami for the year 1964 are: President, Magda Kulhanjian; First Vice President, Clara McDowell; Second Vice President, Sally Brady; Recording Secretary, Muriel Reynolds; Corresponding Secretary, Viola Lewis; Treasurer, Millie Sargent; Directors, Lucy Munzner and Rae Kessler.

The Association membership contributed immeasurably in assisting the Florida South Chapter, AIA, Hosts of the National American Institute of Architects Convention at the Americana in May.

Funds accumulated through various activities of the members in the amount of one thousand dollars were donated to the Variety Childrens Hospital (Miami).

At the Annual Bosses Night Dinner Robert J. Boerema, A.I.A., was crowned Boss-of-the-Year.

Florida Central Meeting . . .

Immediately following the afternoon business session of the December fourteenth meeting of the Chapter the Executive Director of the Prestressed Concrete Institute, Robert J. Lyman of Chicago, addressed the members. "*The Integration of Structure and Esthetics*" was the subject of his address which included a film presentation.

Following a late afternoon cocktail hour and evening dinner, the newly elected Chapter President Dana B. Johannes presented the moving documentary film "*Sacrifice and Resurrection*". The film, dealing with the bombing of the ancient Coventry

Cathedral is an inspiring story of the planning, construction and re-dedication of the new edifice.

The color and music of the film are magnificent. Solution of the problems involved in the creation—or recreation—of the modern Cathedral with all the regal ecclesiastical and royal trappings of Old England were extremely interesting to every architect, and guest, attending the showing.

The film, first shown in the United States at the American Institute of Architects Convention held at the Americana in May, was shown by President Johannes to various religious, art and civic groups throughout the Tampa Bay area and was in every instance well received.

F.A.A. Board Meeting . . .

Official notices announcing the first meeting of the F.A.A. Board of Directors for the year 1964 have been mailed by Secretary H. Leslie Walker to all Directors, Alternates and Chapter Presidents.

The meeting, called by President Roy M. Pooley, Jr. for Saturday, January 24th at 10:00 A. M. will be held at the George Washington Hotel in Jacksonville.

All Chapter Directors and Presidents are urged to attend this first meeting for the year.

Design Award . . .

The architectural firm of Pancoast, Ferendino, Grafton, Skeels & Burnham have received special commendation for the design concept of the Miami-Dade Junior College classroom and administration building. Your February *Florida Architect* will carry an interesting article on this written by Lester C. Pancoast, AIA.

Changes . . .

James C. Padgett, A.I.A., announces the opening of his new office for the practice of architecture as of January first at Suite 117, Lawyers' Professional Building, 2051 Main Street, Sarasota.

Curtis C. Haley, A.I.A., 214 Alhambra Circle, Coral Gables, announces the moving of his office to Suite 301 of the same building. Phone — HIghland 8-0371.

Time and Architecture...

(Continued from Page 24)

the materials. Decisions—decisions—decisions. And always, the eternal compromise. For a product can only be designed and made to ideally meet one narrow set of conditions which, in reality, it rarely, if ever, meets.

The final step in what I have referred to as the fundamentals is *estimating the cost*. For no matter how hard an architect labors to secure the right answers in terms of architecture and engineering, the score is kept in dollars.

Then comes the fulfillment phase of an architectural project—the *letting of bids*—those anxious dangerous days—when an idea is about to be born—and perhaps the question on the architect's mind is: "Will it live?" If it does, there is a selection of general contractor. And I am sure in the heart of every architect at this phase, is the thought that might be expressed with the question, "What will this stranger do to my child?" The third step, of course, is the purchase of materials and services. This is the point where the big question arises, "*Do the specifications really mean anything?*" At this point, I sometimes think about a situation where a person would take a prescription which a physician has given him and on handing it to the druggist to be filled, have the druggist say, "By filling this with materials other than what have been specified here, but just as good, I can save you about 15%." I suppose most of us would be greatly shocked if this ever happened. It does make one think.

Then, there is the *supervision of construction*. That time that tries men's souls. The bone-hard problem of making a dream become a reality.

And finally, there is that day of completion. I suppose some have approached it as did the young civil engineer who had designed his first bridge. It was a rather sizable structure joining two states, and on the day of the dedication, instead of going to the ceremonies, he went up the river, out on a promontory where he could get a good view of the structure. The governors of the adjoining states drove out on the bridge, cut the ribbon, and the traffic began to roll across it. As it did, and the bridge became fully loaded, it suddenly developed a little kink right in the middle, at which point the engineer

snapped his fingers and exclaimed in a loud voice, "I knew I put that decimal point in the wrong place!"

With the completion of any architectural project, there enters the villain—**Time**. What comes with time? Burning sun. I wonder if the average layman has any conception of the surface temperatures on a roof even on a cold day. What comes with time? Driving rain. Those prying, tiny, powerful fingers that make us wonder how—in any way—water could get through the structure. What comes with time? Corrosive atmosphere. For the corrosive atmospheres of our industrial communities and our seashores are almost unbelievable. I can remember on board ship watching a bank of metal around a thermometer tube almost disappear before my eyes day by day. What comes with time? Snow and sleet. That cold, icy, wet shroud. What comes with time? Wind, dust, sand—ask any Arab or any Westerner. All this demon brood of weather. And in addition, people—people, who wear, who misuse, who abuse, who destroy—for the vandal is with us still. He may not crouch around his campfire outside the walls of a Roman encampment anymore, but he's still here.

Besides the vandal, there are those people who do not maintain or who give improper maintenance. I'm sure you've had some observations that have paralleled mine. Recently, I was in a new hotel that has been somewhat in the architectural press of recent months. I was particularly impressed with the architect's use of space. I was told that there were somewhere around 5,000 people attending meetings at the time I was there and, yet, at no time in the meeting rooms, in the corridors, or the lobbies did the hotel seem to be crowded. But as I looked around, I was astonished at the way the hotel was being abused. I'm sure you've had similar experiences.

The great English poet, John Milton, made several comments that I feel are appropriate here. Milton said, "Time, the subtle thief of youth." But time can steal as much from architecture as from youth and as quickly. For again, John Milton said, "The lazy, leaden, stepping hours, whose speed is but the heavy plummet's pace."

This villain of time would be quite enough, but there is a second villain: One that actually gets on the scene

before the first one I mentioned. I call this one the "pinch." It's composed of the press of soaring labor costs—the ever increasing burden of taxes which, combined with the millstone of obsolete codes and the demands of a worried and nervous owner, sometimes force quality to be jettisoned for the sake of the immediate dollar. We ought to always remember that even a penny held too close to one's eye can blot out the whole sky.

Do you recall what happens to you and to me when we sacrifice quality for dollars? Let me give you a simple example. You've decided you need a new fishing rod or a new set of golf clubs, or whatever you will. You've thought about it for some time, and you know exactly what you need. Comes the day you walk into the store, up to the clerk—he asks you how he may serve you and you tell him what you're looking for. He brings out a couple of samples and one of them is just exactly what you want. And then you say to him, "How much is this?" The price he names is quite a bit more than you had anticipated paying. If you're like the rest of us, you generally say, "Do you have something that isn't quite as expensive?" So he brings out a couple of other samples and you look them over and select one. It isn't exactly what you wanted, but it's pretty close to it. And the price is much more reasonable. So you buy it.

Do you recall that as you used this device—whatever it may have been—you began to wish you had spent the additional money and secured the qualities that would have actually produced the benefits you wanted?

I am sure you and I—from time to time—see new buildings where this process has happened in the course of purchasing materials . . . new buildings that already are waving flags of warning of the shabbiness to come.

We have a real selling job to do. Only the combined cooperation of every sector of the building industry can assure America of the architecture of which she is capable and to which she is entitled. We need to remember that good ideas can't sell themselves.

I hate to take issue with a great American like Ralph Waldo Emerson, particularly when he isn't here to defend himself, but you and I can make the best mousetraps in the world, and no one is going to come and take them away from us. They have to be

(Continued on Page 30)



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Time and Architecture...

(Continued from Page 29)

sold. The pages of American industrial history are strewn with the bones of good ideas that failed because they weren't sold. Let me give you a couple of examples.

If you ask people who invented the steamboat, I doubt very much if you'll get many answers other than Robert Fulton. Yet, Robert Fulton did not invent the steamboat. However, he deserves the credit because he not only designed and built a steamboat, but he sold the idea of steamboats to the American public. The man who first invented the steamboat couldn't sell the idea. And you'll have to dig through the history books even to find his name.

If you were to ask people in the great American Cornbelt who invented the metal plow, I am sure the almost universal answer would be John Deere. Yet, John Deere did not invent the metal plow. But John Deere deserves the credit because he not only designed and built a metal plow, but he sold it to the farmers of America and of the world, and it changed the character of agriculture. The man who actually invented the metal plow couldn't sell the idea and he died almost a pauper.

No . . . *quality will not sell itself.* We must sell the concept of quality and not only must we sell it, but the architect and the engineer must design in lasting beauty and specify in trouble-free quality. The producers must ever strive for that true economy of product that comes only from quality properly suited to the need. And the contractor must perfect and use those techniques that will not only cause the dream of the architect and engineer to become a reality, but will assure its never becoming a nightmare.

America and the building industry must face the issue. We can have buildings designed in three easy lessons with "or equal" material whose only assured results are low bids and shabby futures . . . put together with easy supervision that has its back to the job and its hands in the owners' pockets, or . . . we can build an America of which we can be proud, the investor thankful, and the coming generations challenged.

In closing, I must remind you that no one person in this or any other room is big enough or powerful

enough to assure the future you and I would like to see. It cannot be guaranteed by law or code, though this might help. Only the combined cooperation of enough men will assure it—enough architects and engineers—enough producers and their representatives—and, enough contractors—enough men whose vision of what America can be is not blurred by the "quick buck."

May I leave you with this thought: Samuel Taylor Coleridge, the great English writer of a century and a half ago, in his play, "The Death of Wallenstein," has one of his characters say:

*"Of great events,
Stride on before the events,
And in today,
Already walks tomorrow."*

A New Venture . . .

(Continued from Page 11)

public and private endeavors—our work does have an enormous influence on the lives of all of our citizens—and somehow we seem almost perverse in our failure to achieve effective public communication.

There seems little reason why we can't take the two extra steps required to present ourselves effectively. Good architecture, of course, is our primary presentation and in this we produce our share of success. But surely we should be able to orient our major meetings to the public interest and invite the public to share these events with us.

It is my hope we can make substantial progress in this direction and in addition that we will be able to create an effective FAA program directed primarily toward Florida newspaper publicity directed to the general public.

In the above I have attempted to outline goals for particular emphasis in 1964. The outline is broad and so are the objectives. Their attainment will require the dedicated efforts of the profession, and to continuing the many established current programs. In my judgment, they are capable of fulfillment, and with the additional staff assistance now available, we will embark on a new era of achievement.

With deep gratitude for the past efforts of so many and an eager acceptance of the challenge of the future, I wish for all of us a year of progress and achievement.

President State Board...

(Continued from Page 20)

against us or have we gone along with the tide depending on "John" to do it? Have we willingly given of our time to better acquaint our newer members with the heavy responsibilities of our profession? Have we individually and jointly done every possible thing to raise the standards of ethics in our chosen field of endeavor?

If we can honestly respond in the affirmative to these questions, we can then rest assured that our profession can only increase in stature and respect in the months and years to come.

Let us all prayerfully rededicate ourselves to the purposes which have made our country great. Let us give promise to ourselves, our associates, our communities and our country that through our personal efforts, we will strive to perform our duties and respect our profession so that no stigma of disgrace in laxness of standards may fall upon us.

I speak to you for your Board in that we, individually and collectively, will do everything within our power to assist each and everyone of you in making the coming year one of which we can all be proud, and we extend to all of you and yours our sincere wishes that the coming year will be a most fruitful and happy one.

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off. In 1964, the supply-demand relationship may shift still further. Mortgage rates might then edge up slightly. They don't usually move fast even in a real boom.

- **THE TONE OF PRESIDENT JOHNSON'S FIRST FEW WEEKS** in the White House foreshadows an Administration that business can live with. Johnson has made it plain that he won't be anti-business. His every act has shown he is in full control of the machinery of government—in command of foreign policy . . . domestic programs . . . and the course he wants Congress to follow.

Johnson's first contacts with Congress have cleared away the uncertainties over the ultimate passage of the tax-cut bill. At the same time, he has satisfied the economizers—and the business community—with assurances of fiscal frugality. The verdict seems to be that confidence has been preserved and that the business impact of the White House change will be small.

- **WILL KHRUSCHEV LAUNCH A NEW COLD-WAR CRISIS** to test the President and keep him off balance? Some observers in Washington fear he may. They know the Soviet Premier has staked his policy on peaceful coexistence with the West. But they recall that the Communists rarely pass up an opportunity to fish in troubled waters. And Russia sees Berlin as unfinished business.

- **LOOK FOR JOHNSON TO APPOINT BUSINESSMEN** to important posts in the government—just as Truman and Kennedy did along with Eisenhower. Johnson understands and likes practical business types . . . and thinks much like them. One of those with whom the President has been conferring from his first days in the White House, for example, has been business leader Robert Anderson.

Johnson will have the opportunity to make about a half-dozen appointments to regulatory agencies before the next election. Some of these seem bound to come from the ranks of business. In time, too, some more businessmen will sit in the Cabinet.

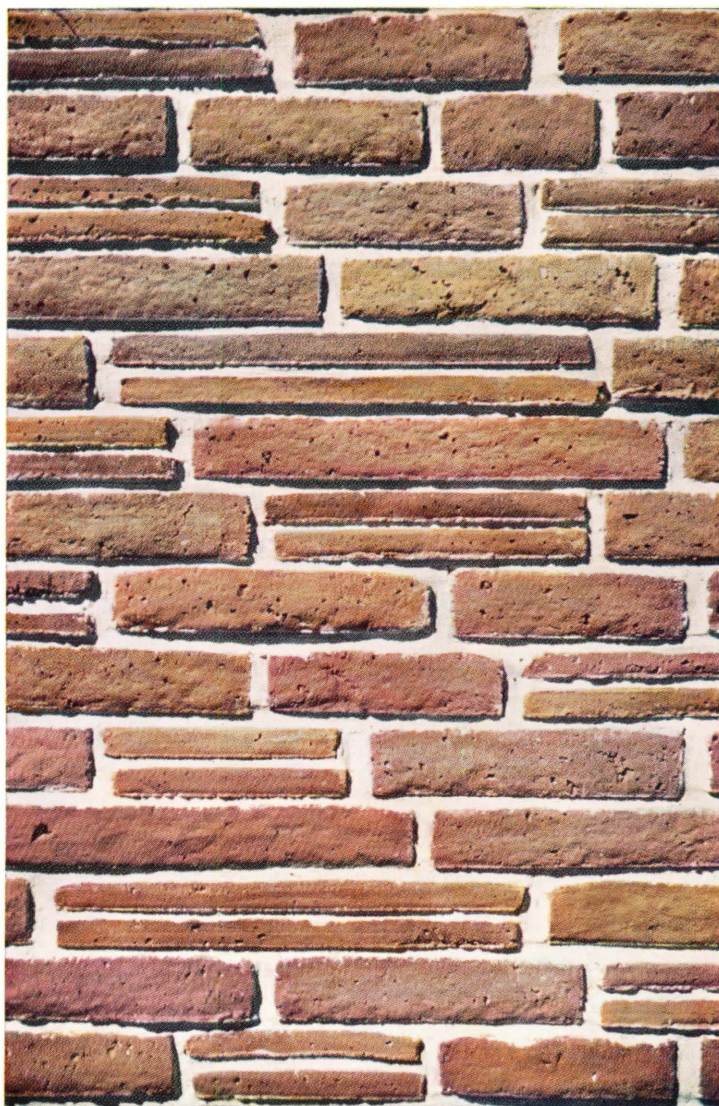
- **THE U. S. DOLLAR HAS MADE A BIGGER COMEBACK** than is generally known. Its standing in the world money markets is high once again. Even the French and the Swiss regard it with envy and respect. One reason for the rise in prestige is the improvement in the balance of payments. This in turn stems from the proposed interest equalization tax and last summer's increase in U.S. interest rates—both of which have kept dollars from flowing abroad. In addition, inflation and other troubles in Europe have hurt other currencies.

The dollar's improved health means that it may no longer be necessary to raise interest rates here—by tightening money—for balance of payments purposes. Credit may still be curbed further, but natural economic forces—such as the increasing demands of business—will once again be the principal cause.

- **POLITICKING IS BEING RENEWED WITH VIGOR**, now that the month-long period of national mourning is at an end. The unity and support given to President Johnson during the crisis doesn't mean that he'll be immune from partisan attack indefinitely. The Democrats know better than that. The GOP is resuming its role of loyal opposition. Party strategists have begun to study Johnson and his record for weak spots to be exploited during 1964.

- **THE CONGRESSIONAL ELECTION OUTLOOK HAS BEEN CHANGED** by the change at the White House—that's clear already, with the voting still many months away. As yet, it is hard to estimate which party will be the net gainer. In some areas, the Democrats' prospects have shifted . . . in others, the GOP's.

Democrats are likely to lose strength in the East, but gain in the South and West. The Republicans now seem better bets to keep Senate seats in New York, Pennsylvania, and Vermont. On the other hand, such vulnerable Democratic seats as those in North Dakota, Texas, and Wyoming may prove less shaky.



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“THERE IS A specification evil which no amount of technical study or research can erase. This is the tendency to permit easy and often radical deviation from provisions of specifications by architects who have prepared them as instruments of professional service . . . Competition, of course, is keener today than ever. And the day of the tightly closed specification probably marked the end of a certain era in the construction industry. Product people realize this. Most of them aren’t dismayed by competition and don’t advocate the type of specification that prevents it. . . . But they do believe that a specification should be so written as to indicate the character and quality of the construction materials, products and services wanted. When the architect permits deviations from specification standards so that cheapness becomes a substitute for quality, he relinquishes his professional control of his client’s building . . . Professional integrity, like virtue, is often easier to maintain than some people realize. All it takes is one word. “No”, said at the right time to the proper person will usually do it.”

—ROGER WADE SHERMAN, AIA
Editorial **Can Substitution
Be Controlled ?**
THE FLORIDA ARCHITECT